

REMARKS

The applicants have reviewed the Office action dated October 15, 2008, and, in response, submit the foregoing amendments and following remarks. Claim 14 has been amended and claim 19 has been cancelled. The applicants respectfully submit that the claims at issue are in condition for allowance and request reconsideration of the same.

Interview Summary

On December 17, 2008, Examiner James Sheleheda and Daniel Glitto, representative for the undersigned, conducted a telephonic interview regarding the Office action of October 15, 2008. In particular, Examiner Sheleheda and Mr. Glitto discussed Berezowski et al. (U.S. Patent No. 6,064,376), which was cited in the Office action in a §103 rejection of claims 19 and 67. Upon discussing Berezowski et al., Examiner Sheleheda agreed with Mr. Glitto that Berzowski does not describe the claim recitations of claim 19 or 67. Examiner Sheleheda requested that a response to the Office action be filed with the Patent Office. Examiner Sheleheda also indicated that he would examine the application in light of the interview and that he would issue an action in accordance with his findings.

Rejections Under 35 U.S.C. §103

Claims 11, 12, 14, and 16-18 were rejected under 35 U.S.C. §103(a) as unpatentable over Zigmond et al. (U.S. Patent No. 6,698,020) in view of Knee et al. (U.S. Patent Application No. 2002/0095676) and further in view of Alexander et al. (U.S. Patent No. 6,177,931). Further, claims 19 and 67 were rejected as unpatentable over Zigmond et al. in view of Knee et al. and further in view of Berezowski et al. (U.S. Patent No. 6,064,376).

Independent claim 14 has been amended to incorporate the limitations of claim 19. As amended, independent claim 14 recites an advertisement object including a plurality of different

versions of an advertisement. Further, claim 14 recites that the plurality of different versions of the advertisement object includes advertisements of different display sizes. In connection with the rejection of claim 19 in the Office action, the Examiner asserts that Berezowski et al. describes a system for providing advertisements of different sizes. *The Office action dated October 15, 2008, page 9.* However, as agreed to by the Examiner during the telephonic interview summarized above, Berezowski et al. do not describe a plurality of versions of an advertisement comprising different display sizes. Rather, Berezowski et al. describe a system that enables “the relative sizes of upper and lower portions of the display screen to be adjusted.” *Berezowski et al., column 4, lines 19-22.* To avoid distorting compressing/decompressions, the system of Berezowski et al. expands or contracts the sizes of different display regions/portions of a program guide to maintain the normal aspect ratio. *Id. at column 4, lines 29-36*

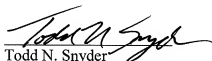
Thus, the system described by Berezowski et al. does not include different versions of an advertisement of different display sizes. Additionally, as stated in the Office action, Zigmond et al., Knee et al., and Alexander et al. fail to describe “advertisements of different display sizes.” *The Office action dated October 15, 2008, page 9.* Accordingly, none of the cited art describes the recitations of claim 19.

In addition to the recitations of the independent claim (claim 14) from which claim 67 depends, claim 67 recites that selecting the version of the advertisement associated with the selected advertisement object comprises selecting a large display version of the advertisement. For at least the reasons discussed above in connection with claim 14, none of the cited art describes the recitations of claim 67.

The Commissioner is hereby authorized to refund any overpayment and charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-0383.

Respectfully submitted,

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